

REMARKS

Claims 1-48 are pending in the present application. Reconsideration of the claims is respectfully requested.

I. 35 U.S.C. § 103, Obviousness

The Office Action rejects claims 1-48 under 35 U.S.C. § 103 as being unpatentable over *Rackson et al.* (U.S. Patent No. 6,415,270) in view of the website *auctionwatch.com*. This rejection is respectfully traversed.

Rackson teaches a multi-auction service that allows a seller to enter selling parameters for an item to be auctioned. The multi-auction service then transmits these parameters to a plurality of remote auction services and detects bids received through at least one of the plurality of remote auction services for the item throughout the auction. See *Rackson*, col. 6, line 44, to col. 7, line 17. The multi-auction service also allows a buyer to submit a bid for a single item to a plurality of remote auction services. The multi-auction service periodically checks each of the remote auction sites to determine which site and item to bid on, and places bids on the item such that a unique and optimal bid is active at only one of the remote auction services at a given moment in time and is placed in accordance with bidder rules. See *Rackson*, col. 7, lines 18-36.

However, as acknowledged in the Office Action, *Rackson* does not teach or suggest a single screen image. At best, *Rackson* teaches an interface for monitoring the status of bids placed in accordance with the bidder rules. See *Rackson*, Figure 14. However, *Rackson* does not teach or fairly suggest simultaneously displaying, using a single screen image, **a plurality of different items offered for auction**, permitting entry of a different bid for each of **a plurality of the plurality of different items using the single screen image**, and simultaneously submitting each different bid for each of the plurality of different items from the single screen image.

The Office Action alleges these features are taught by the *auctionwatch.com* reference on pages 13 and 22. After inspection of the many pages of printed reference material, Applicants cannot identify specific pages to which the Office Action appears to be referring. However, the *auctionwatch.com* reference does teach an auction manager service that allows sellers to transmit parameters to a plurality of remote auction services.

The auction manager service also allows the seller to manage post-sale information, manage customers, import images, etc. Thus, *auctionwatch.com* appears to merely supplement the seller-based features of *Rackson*, which is irrelevant to the claimed invention, which provides a single screen image for entering and submitting a plurality of bids for a plurality of items. While the *auctionwatch.com* reference does show screen images that may be used to enter auction template information, manage inventory, upload images, and so forth, *auctionwatch.com* does not provide a single screen image for entering bids on a plurality of items and submitted the plurality of bids to remote auction services.

Rackson and *auctionwatch.com*, taken alone or in combination, fail to teach or suggest simultaneously displaying, using a single screen image, **a plurality of different items offered** for auction, permitting entry of a different bid for each of a **plurality of the plurality of different items using the single screen image**, and simultaneously submitting each different bid for each of the plurality of different items from the single screen image, as recited in claim 1, for example. Therefore, even if one were to combine *Rackson* and *auctionwatch.com*, the proposed combination would not form the presently claimed invention. Rather, the combination would provide a series of screen images that may be used by a seller to initiate an auction on a plurality of remote auction services, which is not equivalent to the presently claimed invention.

Since the applied references, taken individually or in combination, fail to teach or suggest each and every claim limitation, the proposed combination of *Rackson* and *auctionwatch.com* does not render claim 1, for example, obvious. Independent claims 17 and 33 recite subject matter addressed above with respect to claim 1 and are allowable for at least the same reasons. Since claims 2-16, 18-32, and 39-48 depend from claims 1, 17, and 33, the same distinctions between *Rackson* and *auctionwatch.com* and the invention recited in claims 1, 17, and 33 apply for these claims. Additionally, claims 2-16, 18-32, and 34-48 recite other additional combinations of features not suggested by the reference.

Therefore, Applicants respectfully request withdrawal of the rejection of claims 1-48 under 35 U.S.C. § 103.

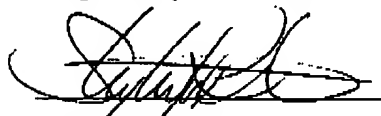
II. Conclusion

It is respectfully urged that the subject application is patentable over the prior art of record and is now in condition for allowance.

The Examiner is invited to call the undersigned at the below-listed telephone number if in the opinion of the Examiner such a telephone conference would expedite or aid the prosecution and examination of this application.

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Respectfully submitted,



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